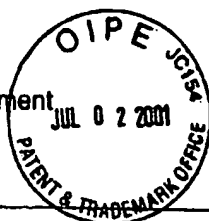


FORM PTO-1449 (Modified)

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09/846,311List of Patents and Publications for  
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APPLICANT: Lala, R. t al.

FILING DATE: May 01, 2001 GROUP:2152

## Reference Designation

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Examiner Initials	Document Number	Date	Name	Class/Subclass	Filing Date (If. Appro.)
u	AA 6,009,411	12/28/99	Kepecs	705/14	11/14/97
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u	AI	Sumner, I. "Web Site Novelties Can Bring PR Opportunities", Marketing, pp.31, 17 June 1999 Haymarket Business Publications
u	AJ	Kumar, M. et al. "Sales Promotions on the Internet" Proceedings of the 3 <sup>rd</sup> USENIX Workshop on Electronic Commerce, pp. 167-176, Published: Berkeley, CA, 1998
u	AK	Nelson, K. "Marketing Meets Automation to Increase Sales", Business Marketing, vol. 83, no. 9 pp. 47, Sept. 1998

Examiner

Date Considered

8/6/01

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